Rio 2016 Olympic and Paralympic Games
Look of the Games Manual

August 2014

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Universe of the Look

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INTRODUCTION

The Look of the Games is the visual identity of the Olympic and Paralympic Games. It embodies the zeitgeist of the Games, differentiating one edition from another and making the Games uniquely different from all other sporting events throughout the world. In addition to conveying the Games messages, it promotes the culture of the host country and celebrates the spirit of its people. In 2016, Rio will host what we hope will be the "people" Games, a memorable sporting celebration that only we can offer.

The Look is the pinnacle of the visual language expressing the Games, with graphics that integrate all the other elements of the image. It visually translates the concept we wish to convey. The Look will embellish sporting and non-sporting facilities, the city, uniforms, tickets, credentials, products, shops, medals, etc., providing a unique experience wherever the Games are happening.

At the Rio 2016 Games, the Look will be the same for both Olympic and Paralympic Games, whether in Rio or in the cities hosting football matches (Belo Horizonte, Brasília, Salvador and São Paulo) providing a unified image.

The inspirational ideas behind the Rio 2016 Look are Brazil itself, the Brazilian people and Rio de Janeiro – our diversity, our environmental richness, our colours, our icons, our way of being. All this translated into the one and only visual language of Rio 2016.

This manual describes the pathway of inspirational ideas and concepts that we followed in order to create the Look of the Games. It defines how the elements are used systematically and explains how it relates to the visual language of Rio 2016. Use this manual as your reference and as a working tool.

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INSPIRATION

The starting point for the new look were the Rio 2016 emblems, with their essential flavour of passion and transformation, values and attributes.

The inspirational ideas for the Look were Brazil, the Brazilian people and Rio de Janeiro. Our Look is multicoloured and vibrant, the diversity of the colours representing the harmonic diversity of our people. It is organic and all-embracing, “like a hug”, inspired by our exuberant natural features and human warmth. And with fluid lines full of energy, like our art itself, our identity, our smiles... always open and welcoming.

Rio de Janeiro is present in the scenario in the form of its icons, which are readily recognisable throughout Brazil: Sugarloaf Mountain and Corcovado, for instance, famous throughout the city and themselves symbols of Brazil! These icons live in the imagination of all visitors and become part of the emotive memory of all who pass through Rio.

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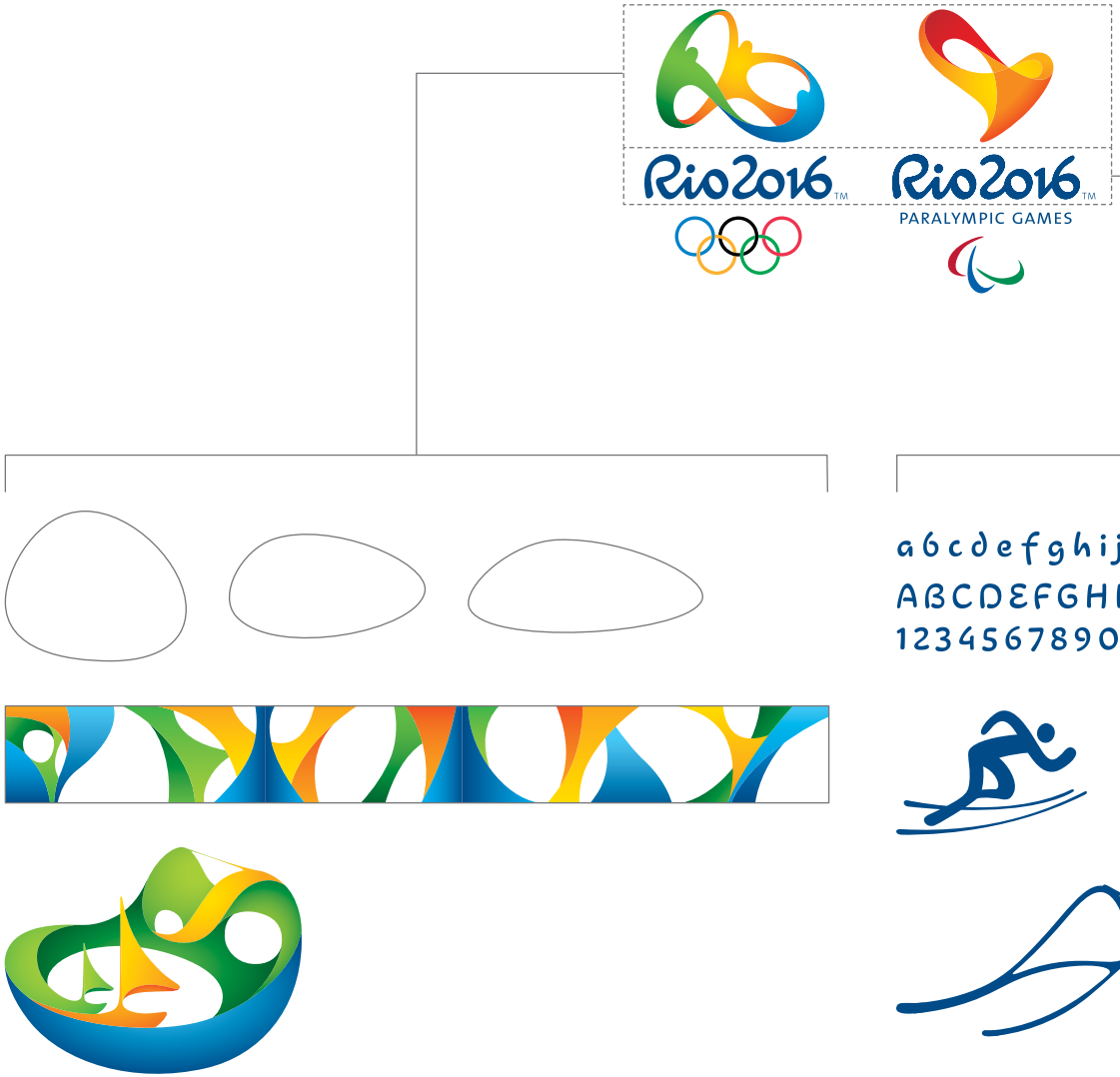
CONCEPT: MEGACITY, MEGANATURE

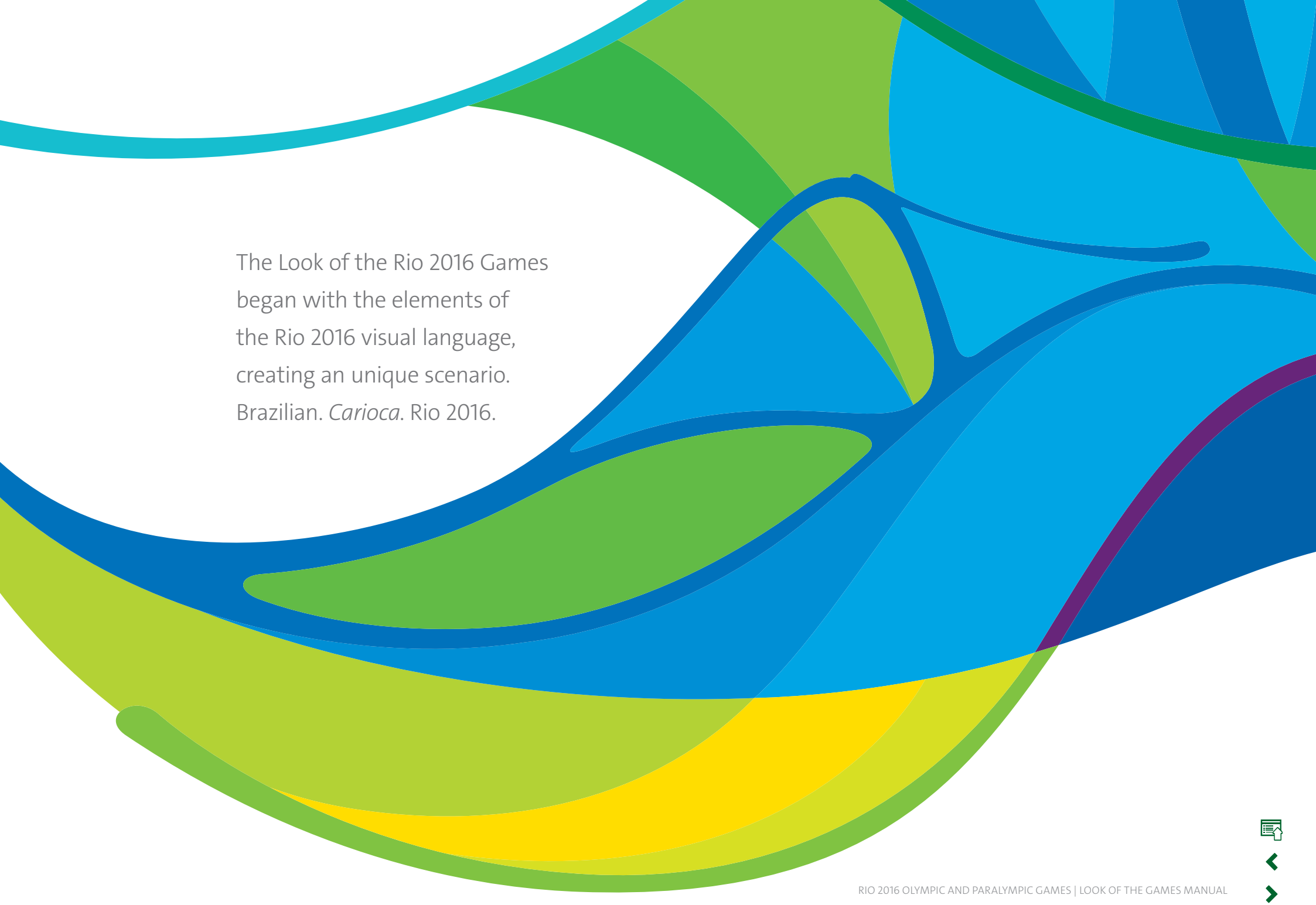
Looking at Rio is like looking at Brazil. Rio transforms, remixes, motivates. Because it is a city of vast encounters, a point of confluence for cultural rivers that circulate throughout Brazil, blend, reinvent and flow out into the world. In Rio de Janeiro, and in the rest of Brazil, urban settings coexist with a lush natural environment.

Popular manifestations and regional cultures, varying natural landscapes, vast metropolises, picturesque country towns, the living force of the Brazilian people. All this shapes the country's identity and inspired the scenario of the Look.

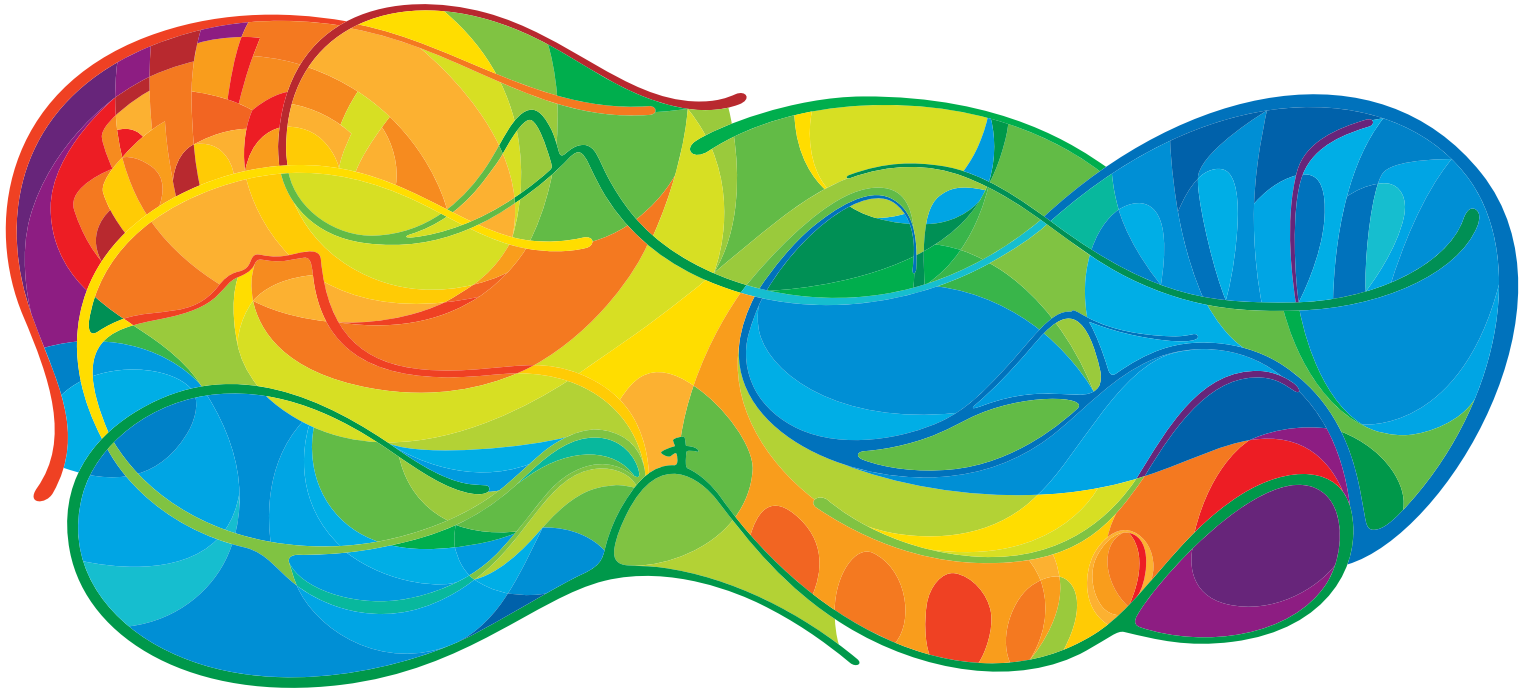
RIO 2016 VISUAL LANGUAGE

The visual language of Rio 2016 makes everything look proprietary. The symbols of the Rio 2016 emblems gave rise to the pebble and elastic band shapes, the basic forms of our identity. The “Rio 2016” signature inspired the creation of the Rio 2016 font, pictograms and the contours of the illustrations.

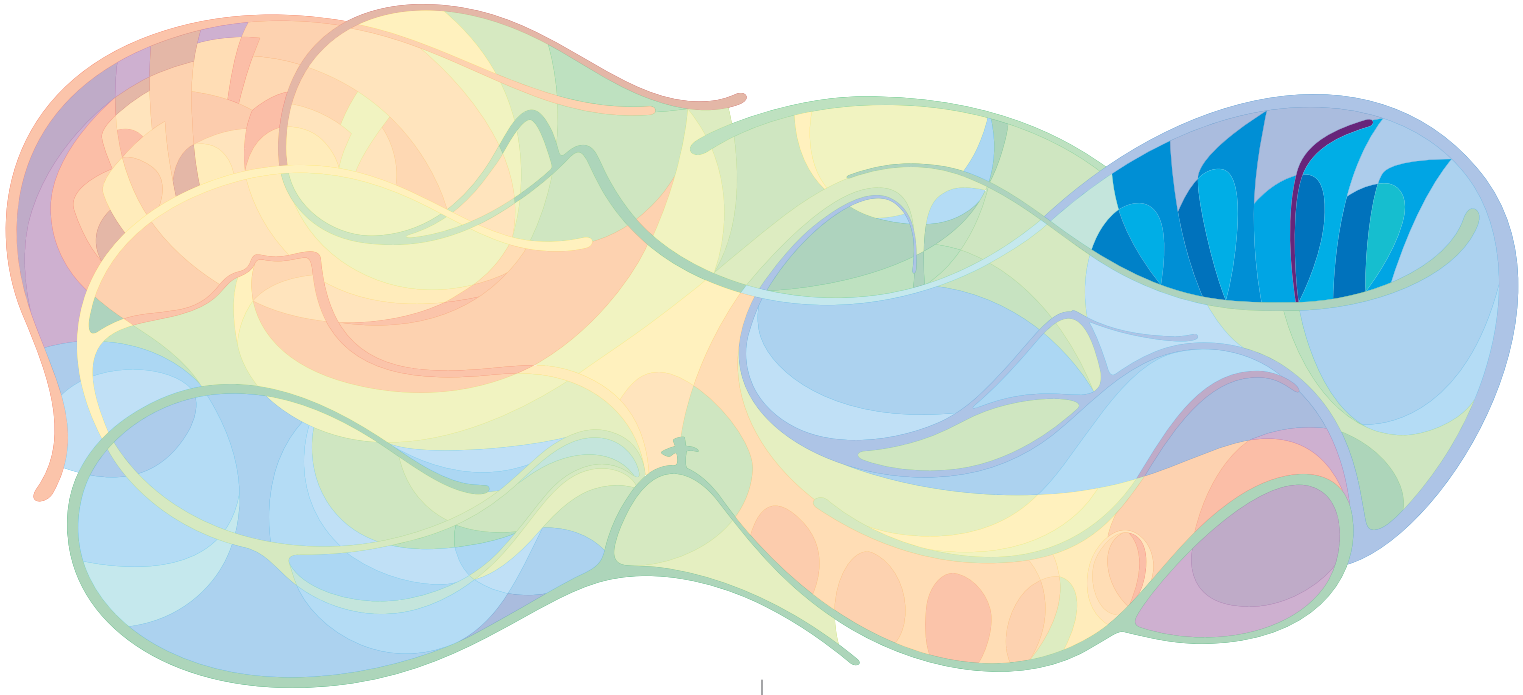




The Look of the Rio 2016 Games began with the elements of the Rio 2016 visual language, creating an unique scenario. Brazilian. *Carioca*. Rio 2016.



The Rio 2016 scenario is the illustration that forms the Look of the Games and visually conveys the concept of “Megacity, Meganature”. The scenario could not be a mere image. It had to be a consistent, functional and harmonised system, allowing all the spin-offs that an event like the Rio 2016 Games requires.



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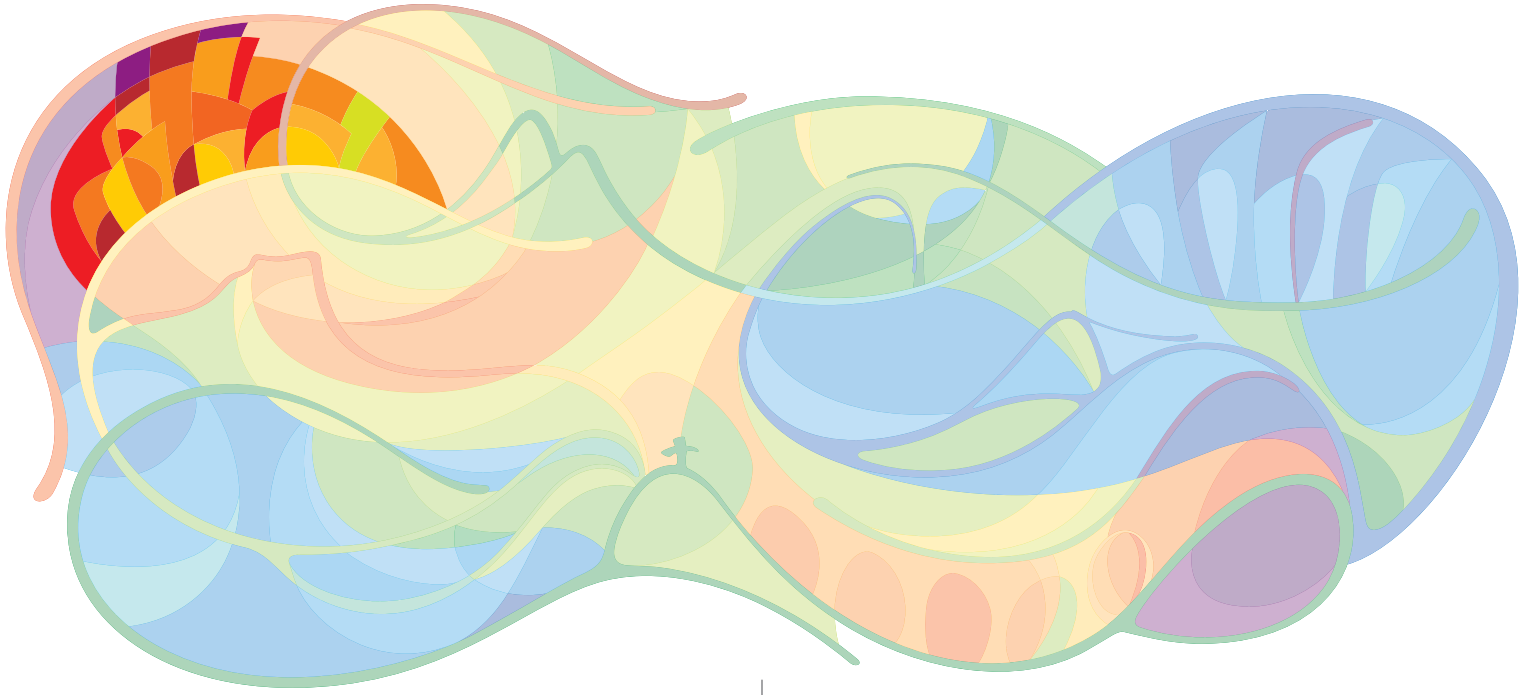
MEGACITY

The great Brazilian cities incorporate all architectural styles: 19th century houses, skyscrapers and modernist buildings, art deco, post-modern and eclectic, and so on. Their diversity was the inspiration for the lines of the Rio 2016 Look.



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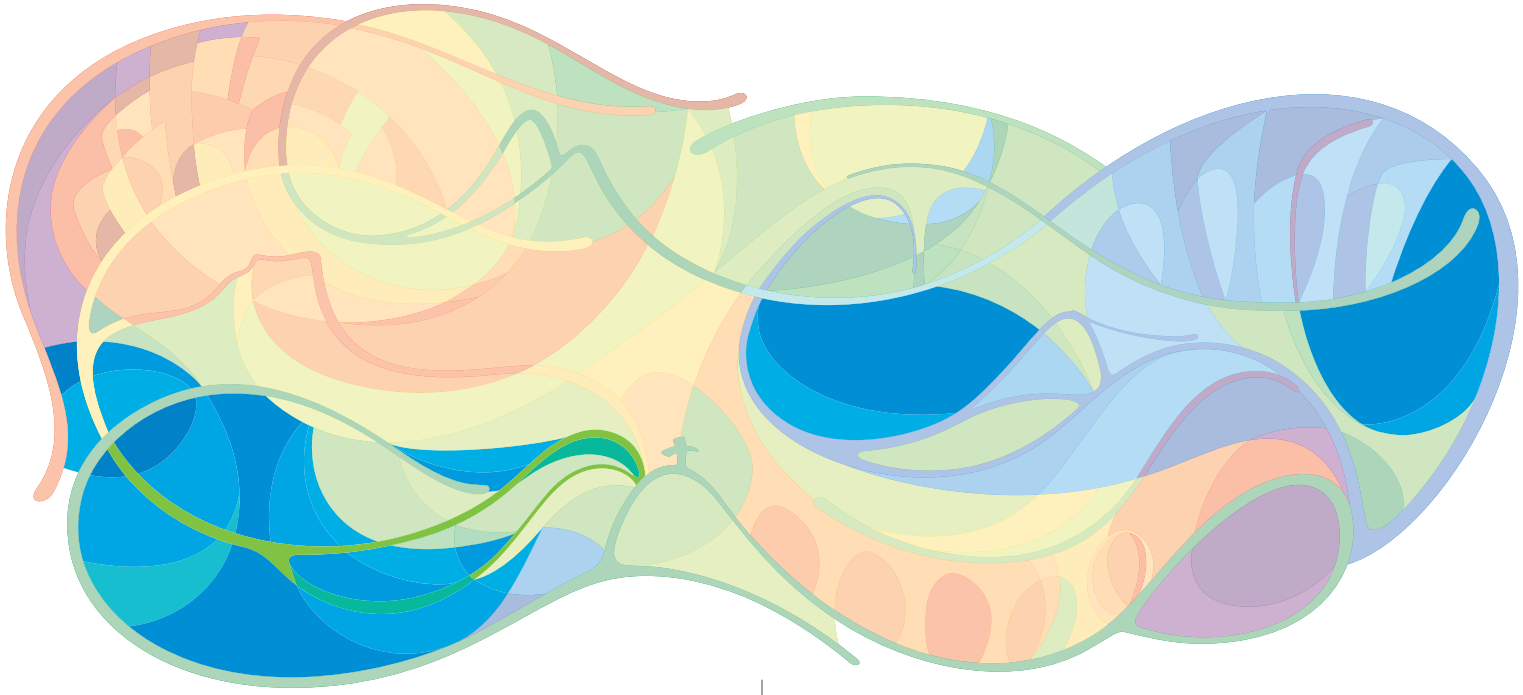
MEGACITY

The urban aspect of Brazil does not consist simply of grand city centres and modern buildings. The colours of the houses in the historic cities, the happiness of the hillside communities and the creativity of the most picturesque recesses of the country are all part of our identity and are also represented in the Rio 2016 Look.



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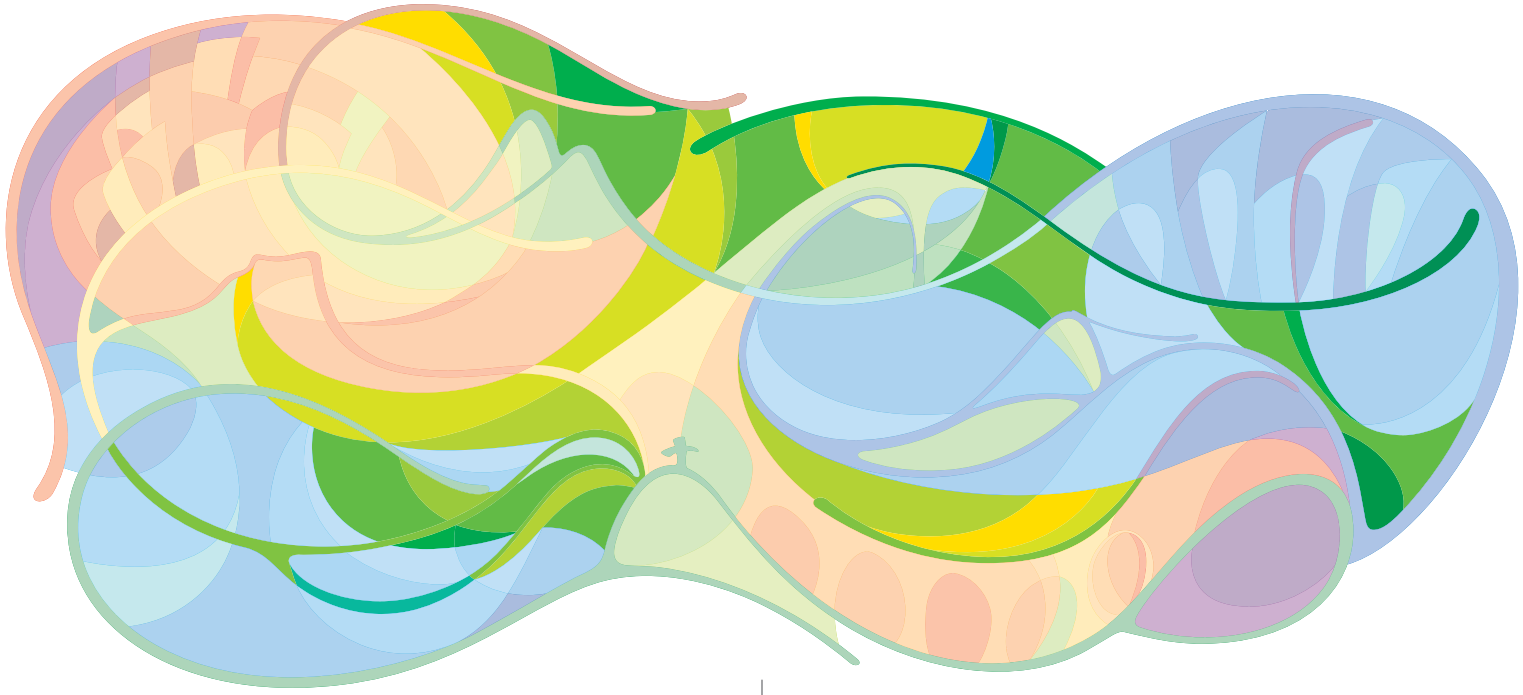
MEGANATURE

Rivers, lakes, lagoons, waterfalls, oceans. From North to South, the waters of Brazil each have their own charm and lend their multiple tones of blue to the Rio 2016 Look.



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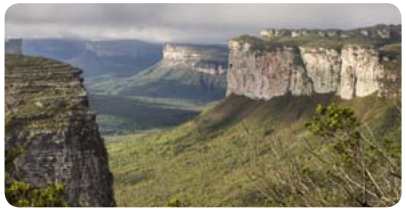
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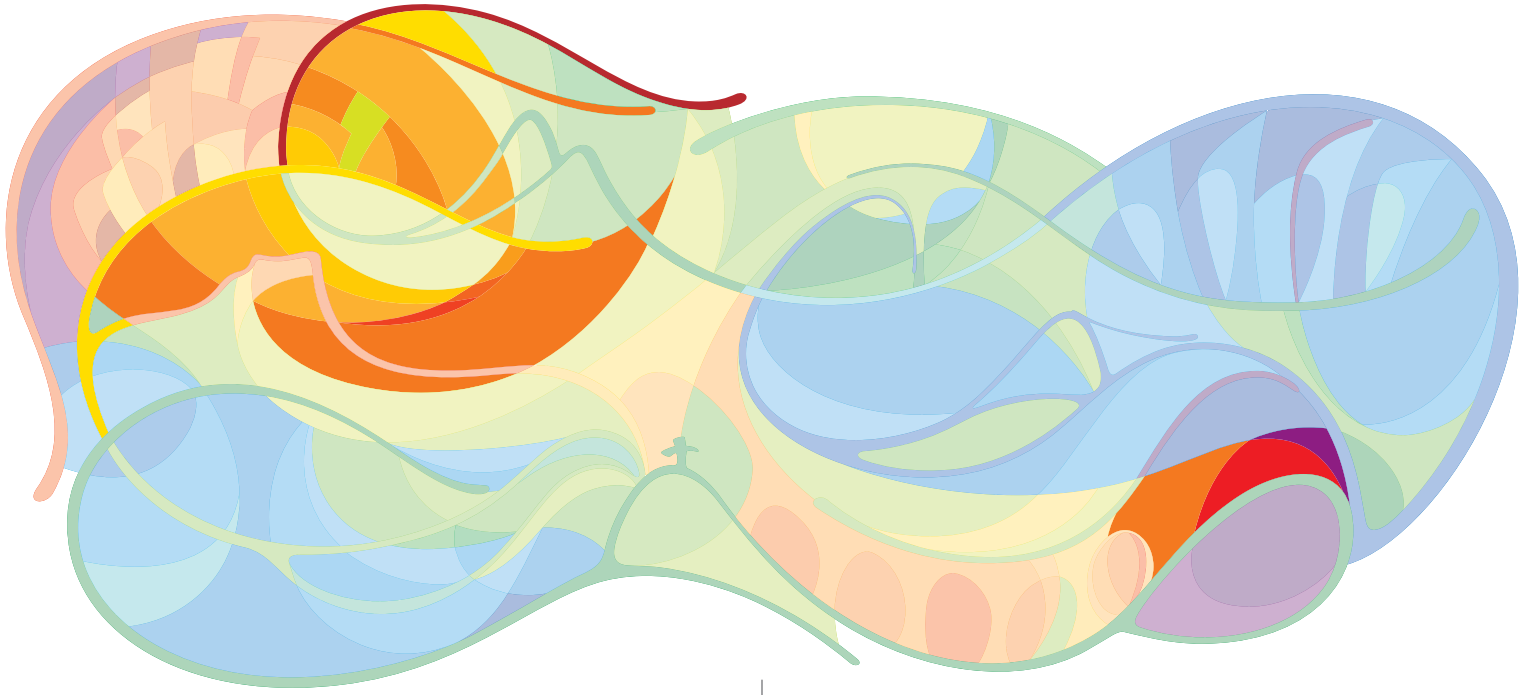
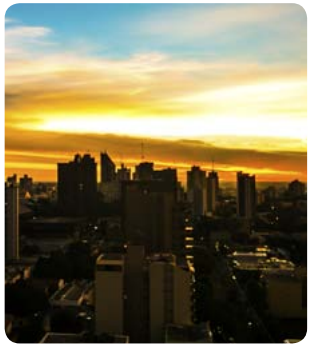
MEGANATURE

If there is one colour that represents Brazil, it is green, the predominant colour of the national flag. Our natural landscape consists of six different biomes, each with its own colour. The biggest tropical forest in the world, the Amazon, is part of Brazil. The Atlantic Forest, with all its exuberant green, covers a large part of our territory, as well as the Cerrado (savannah), Caatinga (shrubland), the Pampas (fertile lowlands), and the Pantanal (wetlands).





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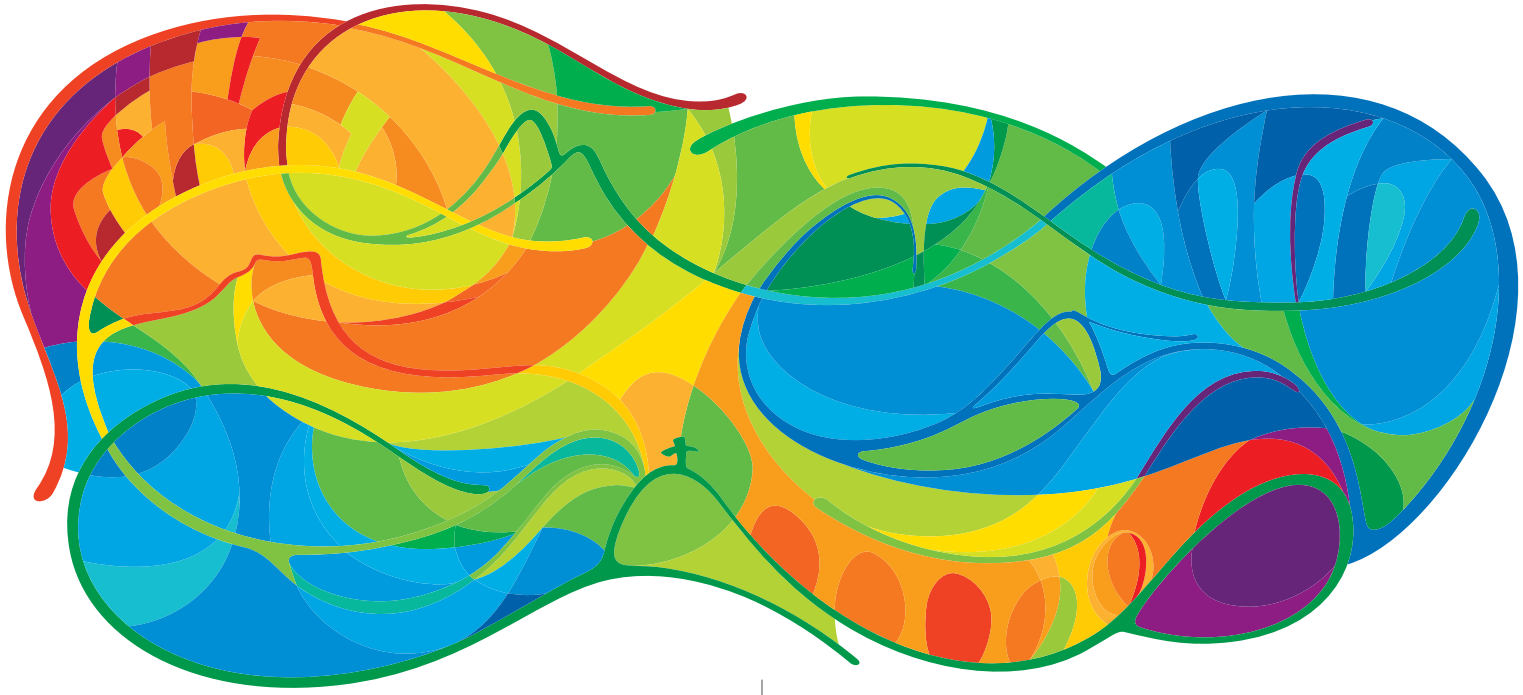
MEGANATURE

Brazil is synonymous with sunshine. Sunrise and sunset are unmissable spectacles in various parts of the country. The sun brings out the unmistakeable charm of our people. The brilliance of the sunny beaches of Brazil also inspired the colours of the Rio 2016 Look.



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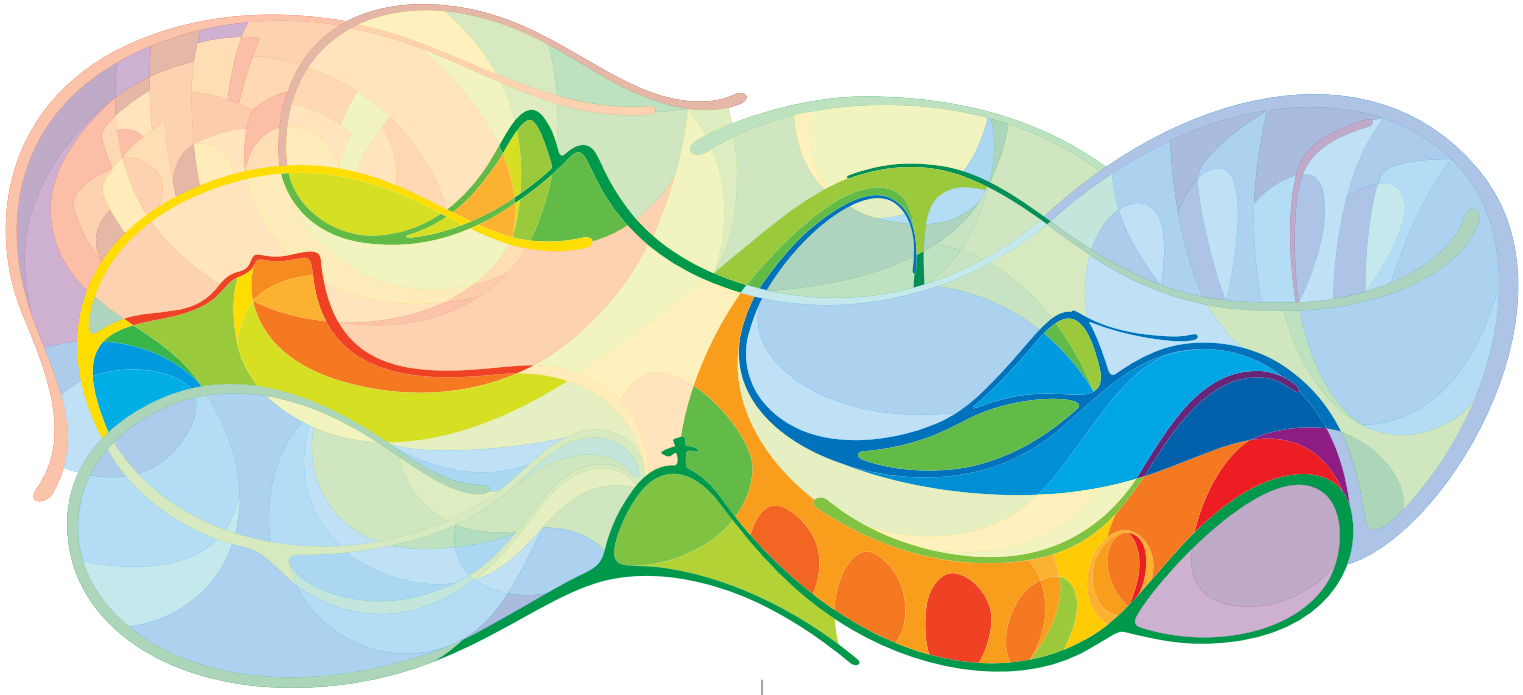
BRAZIL, ITS COLOURS AND CULTURE

The Rio 2016 Look is an explosion of bright colours, embodying the happiness and openness of the Brazilian people, and the *Cariocas* (inhabitants of Rio de Janeiro). It expresses their harmonised racial mixes, rhythms, flavours and tones. It relates directly to the cultural manifestations found everywhere. And it conveys the exuberant, expressive and diversified soul of the country

The icons of the Rio de Janeiro landscape, in which the whole of Brazil finds its own reflection, is also present in the Rio 2016 scenario.



© Rio 2016

APOTHEOSIS SQUARE

This striking project by Oscar Niemeyer spans the Sambadrome where the schools of samba put on their parades. During the Rio 2016 Games, the Sambadrome will host the the archery competitions and be the finish line for the marathon.

© Riotur / Pedro Kirilos

LAPA ARCHES

The *Carioca* Aquaduct, inaugurated in 1750 and popularly known as the Lapa Arches is the key location in Rio's revitalised city centre. Show venues and antique shops bring commerce to the space.

© Riotur / Pedro Kirilos

CORCOVADO

A basic feature of the Rio 2016 Look, Corcovado blends the beauty of one of Rio's highest mountains with the monumental aspect of the Christ the Redeemer statue. It was chosen as one of the new seven wonders of the world and is considered by many to be the greatest symbol of Rio and one of Brazil's most prominent icons.

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TWO BROTHERS

Another landmark of Rio. The best-known and most-loved view is from the Arpoador beach, especially at sunset, an event that is often greeted with applause from sunbathers on Ipanema beach.

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SUGARLOAF MOUNTAIN

One of Rio's major icons, the Sugarloaf also symbolises Brazil. The cable car, inaugurated in 1912, carries an average of 25,000 people a day. The symbolic representation for the Rio 1026 Olympic Games was inspired by the contours of the Urca and Sugarloaf mountains.

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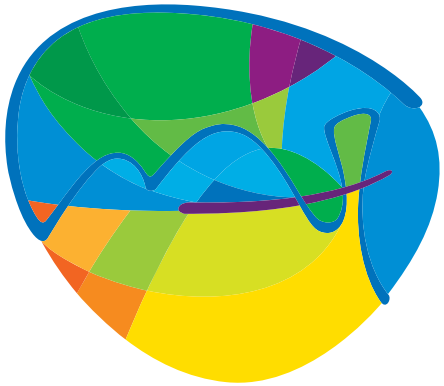
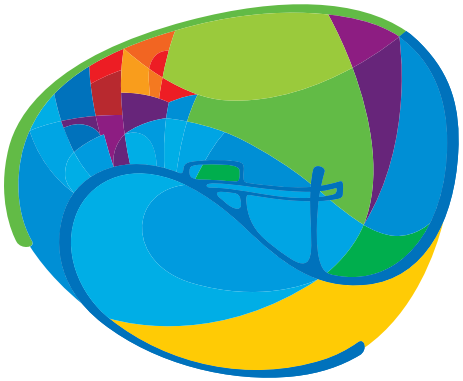
GAVEA STONE

Famous as the largest block of gneiss rock at the edge of the world, its name pays homage to the crow's nest on the historic sailing ships. The Gavea Stone's resemblance to a human face has given rise to many legends.



BELO HORIZONTE

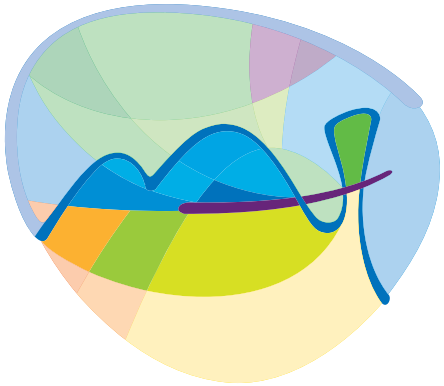
BRASÍLIA



SALVADOR

SÃO PAULO

Olympic football will also be hosted in 4 other cities: Belo Horizonte, Brasilia, Salvador and São Paulo. They will also be represented in the Rio 2016 Look, with an icon for each city. The same Look, the same unforgettable experience.



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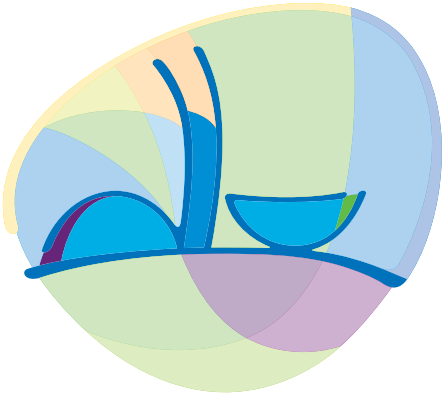
PAMPULHA LAKE

One of the main tourist attractions in Belo Horizonte, the Pampulha Architectural Complex was designed by Oscar Niemeyer as part of the surroundings for the Pampulha lake. The complex includes the Church of St. Francis of Assisi, the Pampulha Museum of Art, the Dance Hall and the Yacht Tennis Club.



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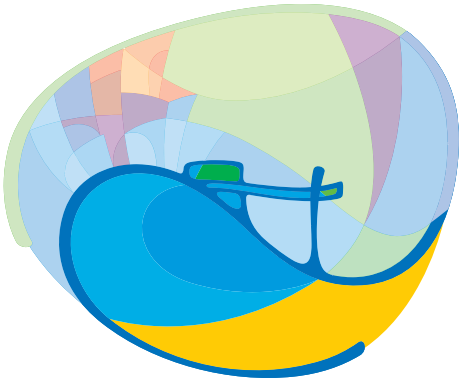
NATIONAL CONGRESS BUILDINGS

The National Congress Buildings in Brasilia are occupied by the Federal Senate (the hemisphere on the left) and the House of Representatives (on the right). The congress buildings were designed by Oscar Niemeyer in the style of modern Brazilian architecture.



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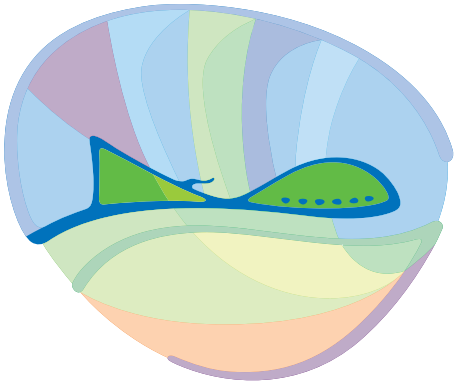
LACERDA LIFT

The Lacerda Lift was the first urban lift in the world. It is one of Salvador's public transport amenities, taking people from the Lower City to the Upper City. When it was inaugurated in 1873, it was the highest in the world, at around 63 metres. Today it is one of the main postcard views of the city.



© hildegrim1.blogspot.com.br

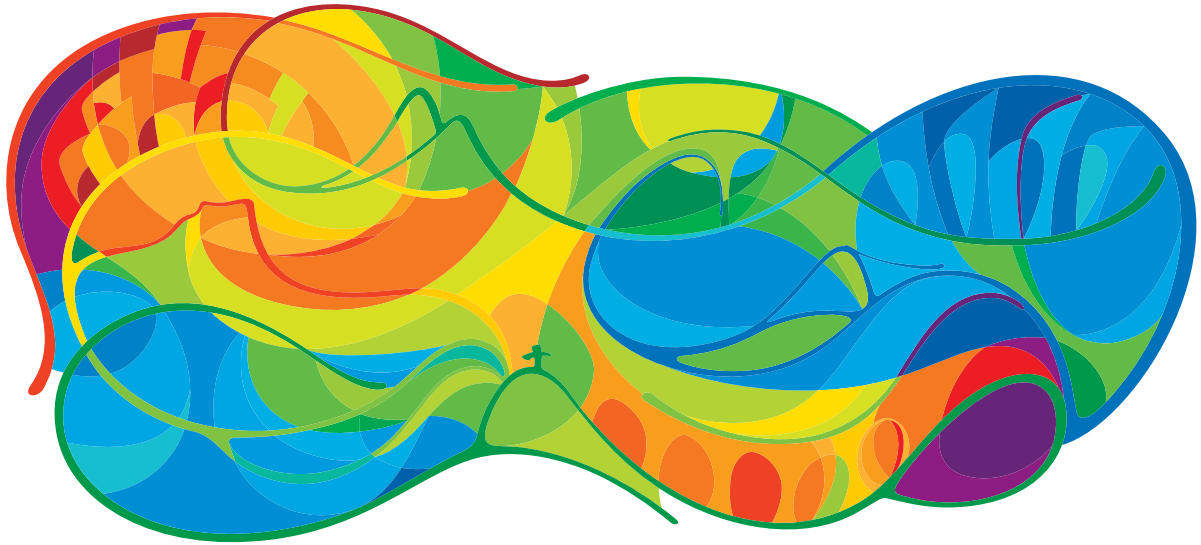
IBIRAPUERA PARK

This is one of São Paulo's biggest parks, well-known for its cultural and leisure facilities and one of the most popular amenities in the city. It was inaugurated in 1954 during São Paulo's 4th Centenary commemorations. Its attractions include the Oca exhibition area of over 10,000 m², and the Ibirapuera Auditorium, a venue for cultural activities, especially classical and popular music concerts.

Rio 2016 scenario

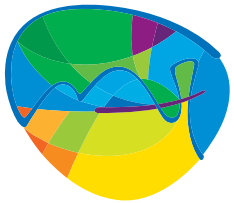
RIO 2016 SCENARIO

This polychromatic version is preferable for all items on which the Rio 2016 scenario and the football cities' icons are used.



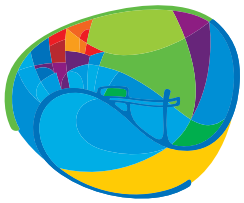
OP_CC

\+ FOOTBALL CITIES



O_CFBH

O_CFDF



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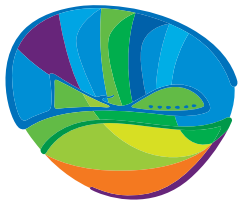


O_CFSP

Use digital files.
Never rebuild the Rio 2016 scenario or the football cities' icons.

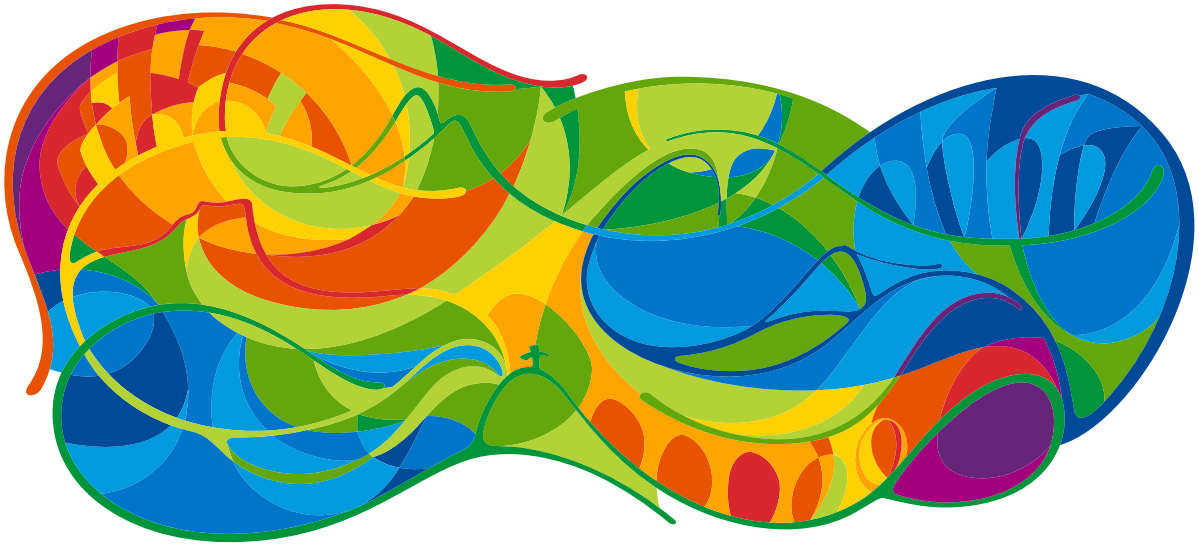
Rio 2016 scenario and football cities' icons

The files on the left will be delivered in eps and jpg format.

FLAT VERSION IN COLOUR

The flat version in Pantone® colours reduces the number of colours in the Rio 2016 scenario to twelve and the number of colours in the football cities' icons to nine. They should be used only to overcome reproduction technical constraints.

This version is for restricted use, and proposed applications must be authorised by the Rio 2016 Olympic and Paralympic Games Organising Committee.



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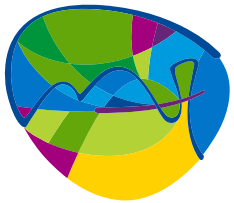
+ FOOTBALL CITIES



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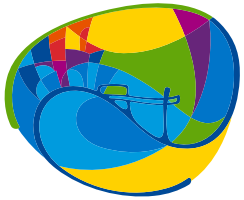
O_CFDF _TC



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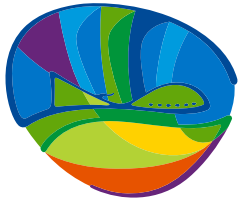


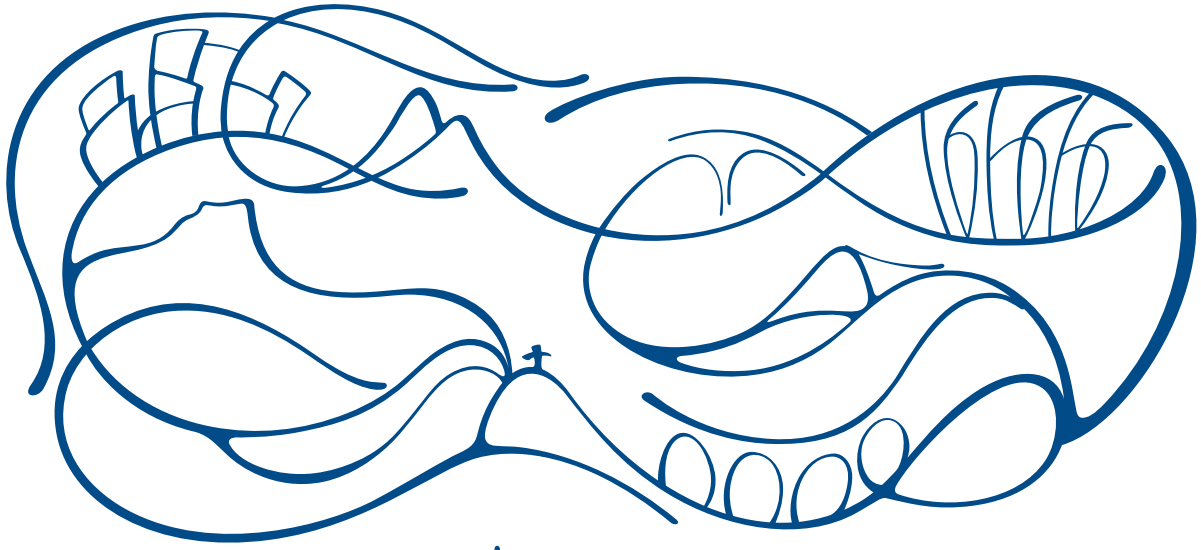
O_CFSP _TC

Pantone® 2945	Pantone® 3005	Pantone® 2925	Pantone® 355	Pantone® 369	Pantone® 583
Pantone® 255	Pantone® 2415	Pantone® 1795	Pantone® 166	Pantone® 137	Pantone® 109

Use digital files.
Never rebuild the Rio 2016 scenario or the football cities' icons.

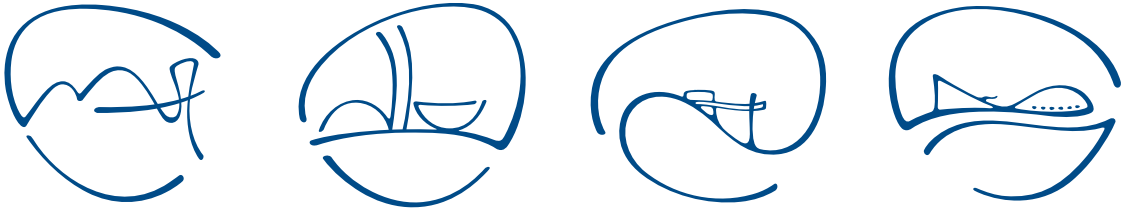
Rio 2016 scenario and football cities' icons Pantone® flat versions in colour

The files on the left will be delivered in eps format.



OP_CC_TM

+ FOOTBALL CITIES



O_CFBH _TM | O_CFDF _TM | O_CFSA _TM | O_CFSP _TM

MONOCHROMATIC FLAT VERSION

The monochromatic flat version should be used whenever necessary to reproduce the Rio 2016 scenario and football cities' icons in only one colour. Any colour on the Rio 2016 palette can be chosen, provided that it is clearly discernible.

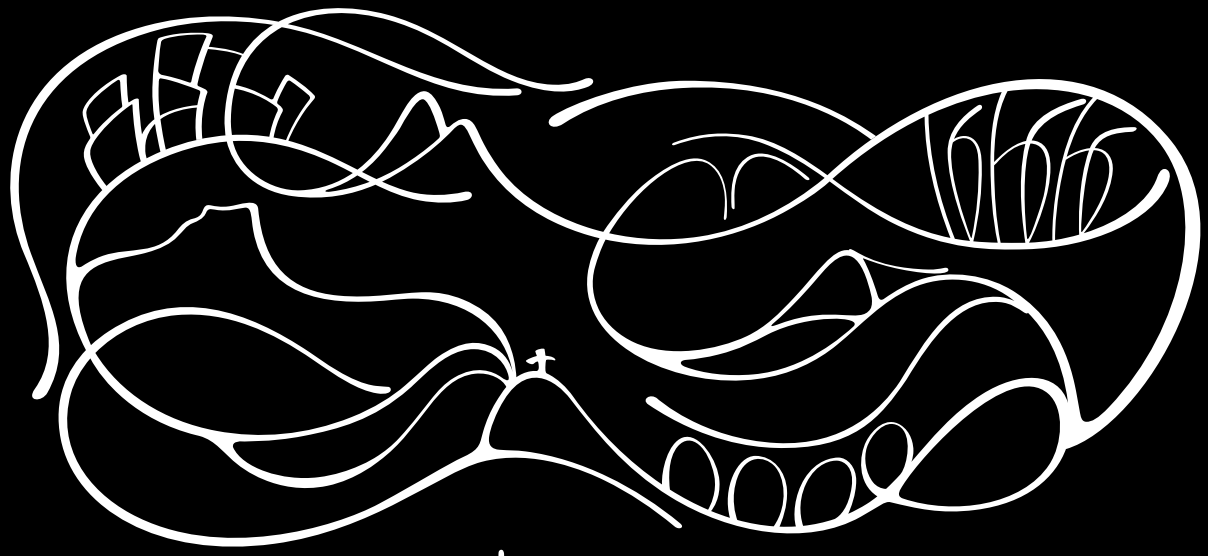
This version should also be used in special printing processes, such as hot stamping, embossing or use of metallic colours (gold, silver and bronze).

The monochromatic flat version is for restricted use, and proposed applications mxust be authorised by the Rio 2016 Olympic and Paralympic Games Organising Committee.

Use digital files.
Never rebuild the Rio 2016 scenario or the football cities' icons.

Rio 2016 scenario and football cities' icons monochromatic flat version

The files on the left will be delivered in eps and jpg format.



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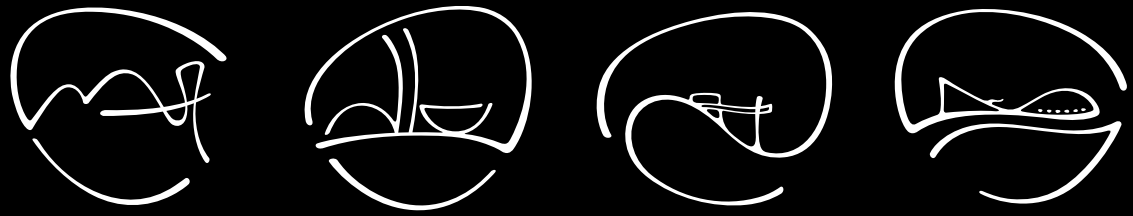
\+ FOOTBALL CITIES



O_CFBH _TMI

O_CFDF _TMI

O_CFSA _TMI

O_CFSP _TMI

INVERTED MONOCHROMATIC FLAT VERSION

The inverted monochromatic flat version should be used whenever the Rio 2016 scenario and football cities' icons need to be reproduced in white. It should preferably be used on backgrounds in one of the Rio 2016 palette colours, provided that it is clearly discernible.

This version is for restricted use, and proposed applications must be authorised by the Rio 2016 Olympic and Paralympic Games Organising Committee.

Use digital files.
Never rebuild the Rio 2016 scenario or the football cities' icons.

Rio 2016 scenario and football cities' icons inverted monochromatic flat version

The files on the left will be delivered in eps format.

COLOURS

These are the colours and gradients of the Rio 2016 palette used in the elements of the Rio 2016 Games Look. Link colours and gradients should preferably be used.

GRADIENTS

C100 M0 Y100 K10

C45 M0 Y100 K0

C100 M60 Y0 K5

C65 M0 Y0 K0

C0 M75 Y100 K0

C0 M20 Y100 K0

LINK COLOURS

Light-green
C65 M0 Y100 K0
R98 G187 B70
Pantone® 369

Light-blue
C100 M25 Y0 K0
R0 G143 B212
Pantone® 3005

Orange
C0 M65 Y100 K0
R244 G121 B31
Pantone® 166

PRIMARY COLOURS

Dark-green
C100 M0 Y100 K50
R0 G101 B45
Pantone® 7729

Dark-blue
C100 M60 Y0 K30
R0 G75 B136
Pantone® 2955

Red
C0 M100 Y100 K0
R237 G28 B36
Pantone® 1795

Yellow
C0 M10 Y100 K0
R255 G221 B0
Pantone® 109

SECONDARY COLOURS

Lime-green
C20 M0 Y100 K0
R215 G223 B33
Pantone® 584

Blue-green
C75 M0 Y50 K0
R9 G184 B157
Pantone® 3268

Purple
C100 M100 Y0 K30
R33 G29 B112
Pantone® 273

Fuchsia
C45 M100 Y0 K10
R141 G29 B130
Pantone® 2415

Dark-red
C30 M100 Y100 K0
R184 G41 B47
Pantone® 7621

SUPPORT COLOURS

Brown
C65 M70 Y95 K55
R62 G49 B25
Pantone® 476

Beige
C20 M25 Y50 K25
R161 G144 B110
Pantone® 7503

Sand
C5 M5 Y30 K0
R242 G232 B188
Pantone® 7500

Off-white
C4 M3 Y9 K0
R242 G240 B229

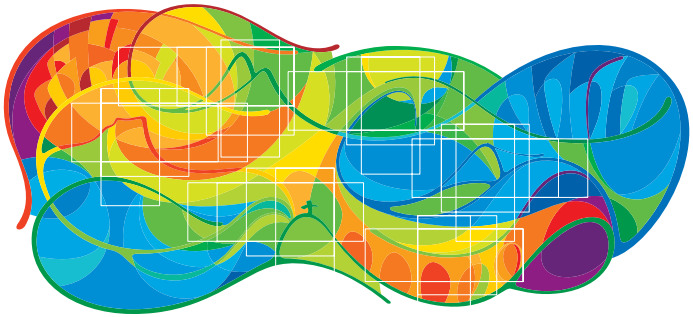
FIGURATIVE CROPS

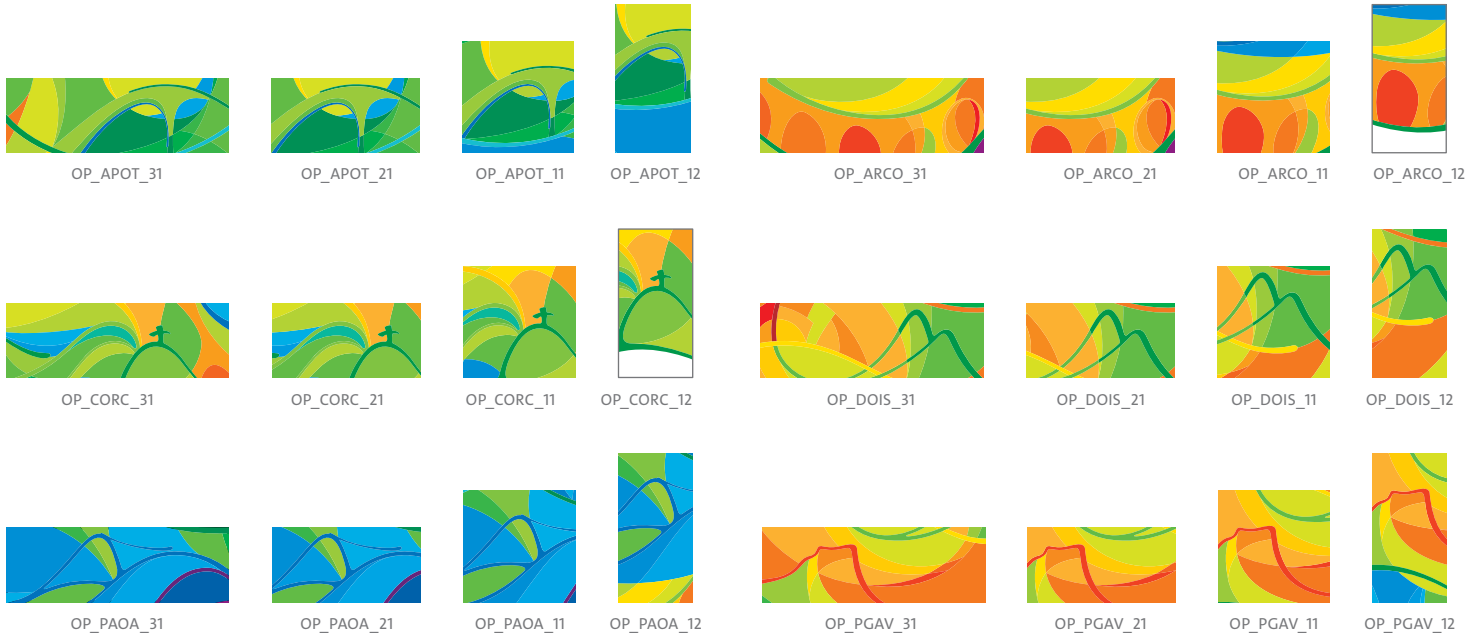
RIO 2016 SCENARIO

The figurative crops highlight the icons of Rio de Janeiro's landscape, easily recognised throughout Brazil and component parts of the Rio 2016 scenario.

They are:

- Apotheosis square
- Lapa Arches
- Corcovado
- Two Brothers Peaks
- Sugarloaf mountain
- Gavea Stone

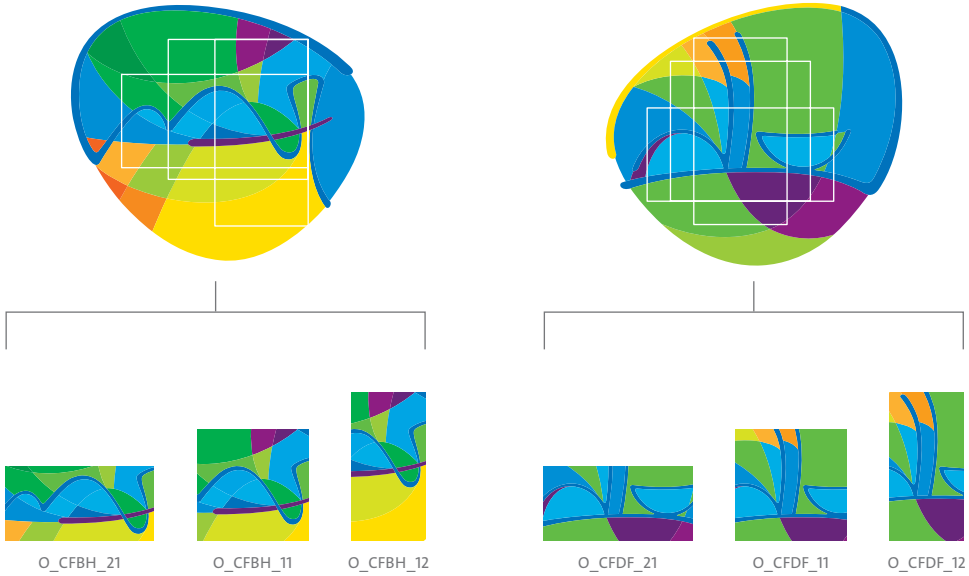


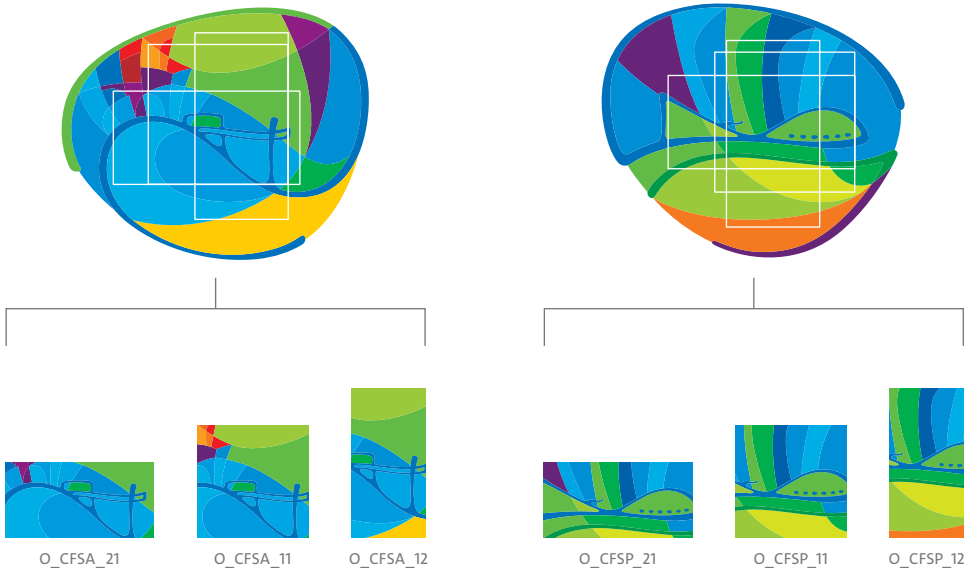


Use digital files.
Never rebuild figurative crops.

Figurative crops from the Rio 2016 scenario

The files on the left will be delivered in eps and jpg format.





FOOTBALL CITIES' ICONS

The figurative crops highlight the architectural elements present in the football cities' icons.

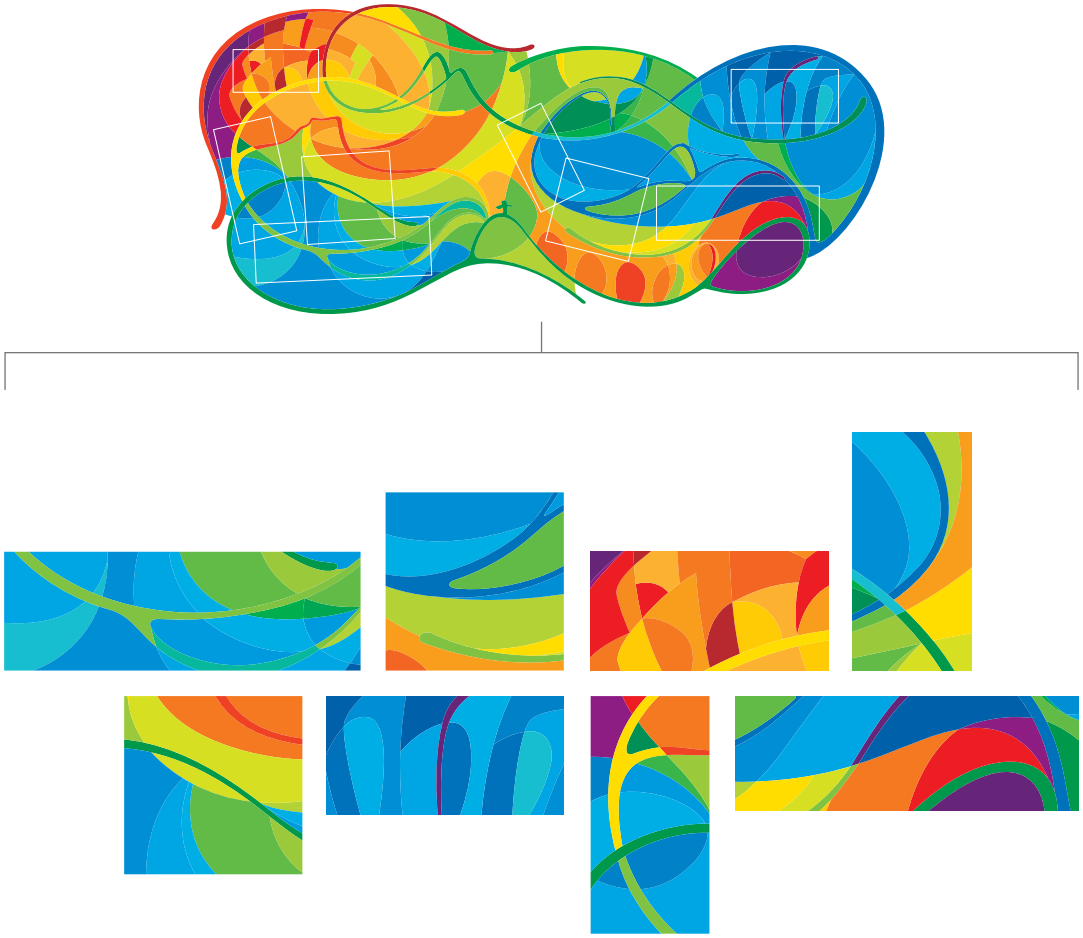
They are:

- Pampulha Lake (Belo Horizonte)
- National Congress Buildings (Brasília)
- Lacerda Lift (Salvador)
- Ibirapuera Park (São Paulo)

Use digital files.
Never rebuild figurative crops.

Figurative crops of the football cities

The files on the left will be delivered in eps and jpg format.

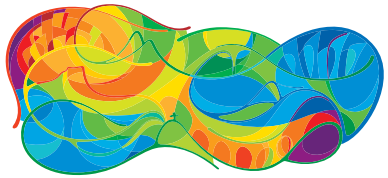


ABSTRACT CROPS

RIO 2016 SCENARIO

The abstract crops are derived from purely graphic areas of the Rio 2016 scenario. They can be coloured or monochromatic, vertical or horizontal, and can be used very flexibly, rotated, empty or applied on different scales, among other things, as shown in this manual.

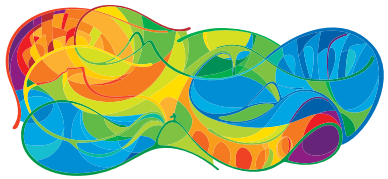
ON PRINTED MATERIALS



5 cm

3 cm

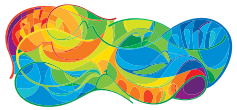
IN DIGITAL MEDIA



330 px

200 px

1. Desktop publishing (e-mail headers and signatures, screen backgrounds, wallpaper, etc.).
2. On-screen applications (TVs, offline media, etc.).
3. Website applications.



140 px

85 px

1. Website banner applications.
2. Mobile media applications (smartphones, tablets, etc.).

MAXIMUM REDUCTIONS

RIO 2016 SCENARIO

The Rio 2016 scenario should always be used so that its meaning can be perceived. This means that the maximum reduction rules must be complied with.

Use a standard width of 5 cm for coloured versions and 3 cm for monochromatic versions, but always bear in mind the surface area and reproduction technique so that visual clarity is not impaired.

For digital media, there are four possible maximum reduction sizes, depending on the intended application.

ON PRINTED MATERIALS

1.6 cm

1.2 cm

IN DIGITAL MEDIA

110 px

80 px

1. Desktop publishing (e-mail headers and signatures, screen backgrounds, wallpaper, etc.).
2. On-screen applications (TVs, offline media, etc.).
3. Website applications.

46 px

34 px

1. Website banner applications.
2. Mobile media applications (smartphones, tablets, etc.).

FOOTBALL CITIES' ICONS

Football cities' icons should always be used so that their meaning can be perceived. This means that the maximum reduction rules must be complied with.

Use a standard width of 1.6 cm for coloured versions and 1.2 cm for monochromatic versions, but always bear in mind the surface area and reproduction technique so that visual clarity is not impaired.

For digital media, there are four possible maximum reduction sizes, depending on the intended application.

ON PRINTED MATERIALS

1.2 cm

1.2 cm

IN DIGITAL MEDIA

80 px

80 px

1. Desktop publishing (e-mail headers and signatures, screen backgrounds, wallpaper, etc.).
2. On-screen applications (TVs, offline media, etc.).
3. Website applications.

34 px

34 px

1. Website banner applications.
2. Mobile media applications (smartphones, tablets, etc.).

FIGURATIVE AND ABSTRACT CROPS

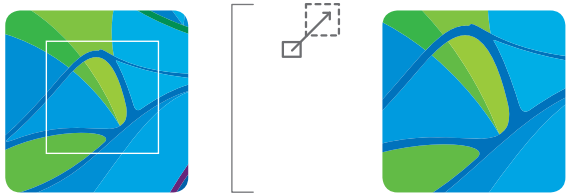
Crops should always be used so that their meanings can be perceived, and therefore the maximum reduction rules must be complied with.

Use a standard width of 1.2 cm, but always bear in mind the surface area and reproduction technique so that visual clarity is not impaired.

For digital media, there are two possible maximum reduction sizes, depending on the intended application.

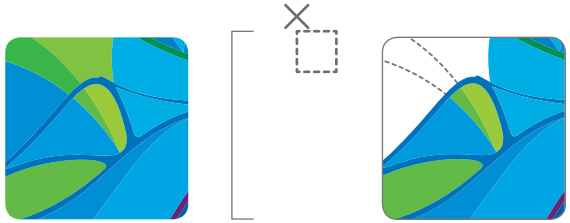
SIZING

Select a crop detail to enlarge or reduce, depending on the layout



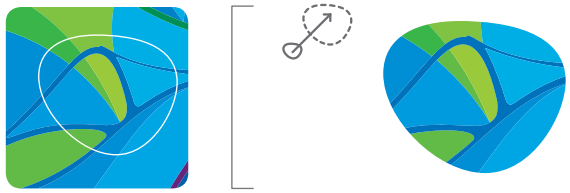
DELETING

Remove one or more elastic bands if you need to create a white area. The visual language must not be corrupted



INSERTING IN A PEBBLE

Insert a crop detail inside the pebble format



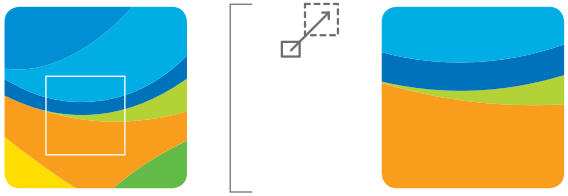
HOW TO USE CROPS

FIGURATIVE CROPS

Figurative crops can be used in various compositions. The examples on the left indicate some of the possibilities for figurative crops.

SIZING

Select a crop detail to enlarge or reduce, depending on the layout



ROTATING

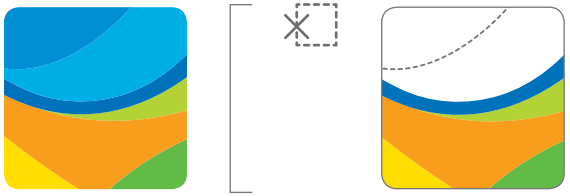
Rotate the crop as required by the layout

MIRRORING

Invert the crop horizontally or vertically

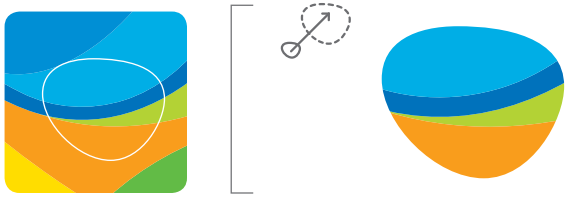
DELETING

Remove one or more elastic bands if you need to create a white area. The visual language must not be corrupted



INSERTING IN A PEBBLE

Insert a crop detail inside the pebble format



ABSTRACT CROPS

Abstract crops can be used in various compositions. They are suitable for any layout, since they can be resized, rotated, mirrored or inserted into the Rio 2016 pebble.

The examples on the left and on the next page indicate some of the possibilities for abstract crops.

COMPOSING WITH AN IMAGE

Insert an image inside an elastic band

© Thinkstock

COMPOSING WITH A CROPPED IMAGE

Eliminate the background of an image by superimposing on the crop. The cropped image must always be in the foreground

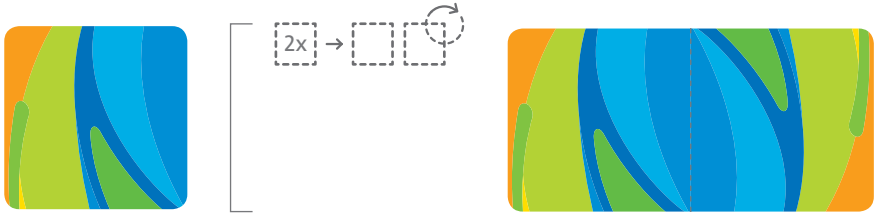
© Getty Images / Shaun Botterill

CREATING A MODULAR EFFECT USING A SINGLE COLOUR

Create a crop with two opposite sides of the same colour. Duplicate the crop, combining the side of one crop with the opposite side of the next

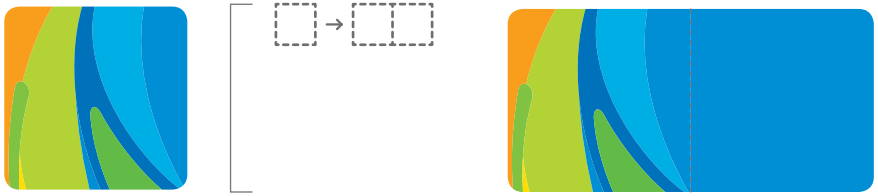
CREATING A MODULAR EFFECT USING 2 COLOURS

Create a crop from the scenario with two opposite sides of only one colour. The colours must be different. Duplicate the crop, rotating the duplicate through 180°



ADD A BACKGROUND COLOUR

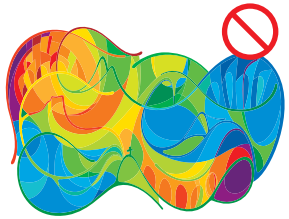
Create a crop from the scenario with a side of only one colour. Add a plain background of this colour



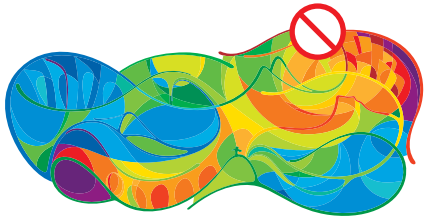
INCORRECT USES

RIO 2016 SCENARIO

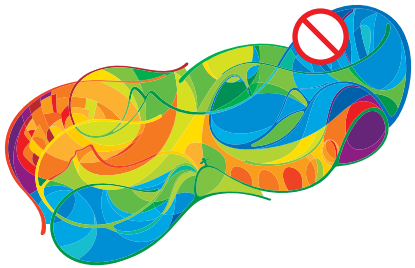
The examples on the left illustrate how NOT to use the Rio 2016 scenario and should be avoided.



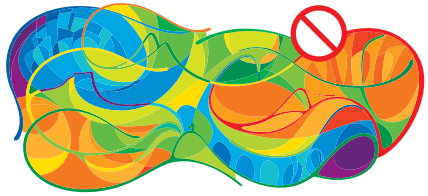
1. **NEVER** distort the Rio 2016 scenario



2. **NEVER** mirror the Rio 2016 scenario



3. **NEVER** rotate the Rio 2016 scenario

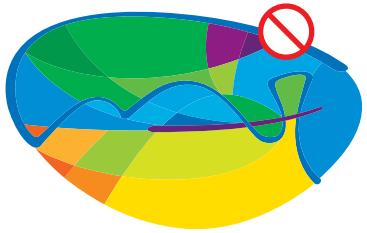


4. **NEVER** change the colours of the Rio 2016 scenario

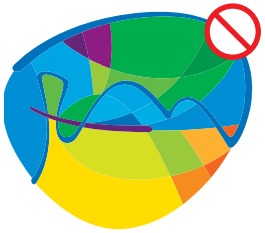
5. **NEVER** use a grey scale Rio 2016 scenario

© Thinkstock

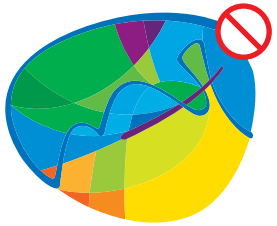
6. **NEVER** apply the Rio 2016 scenario directly over photos or textures



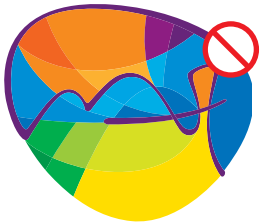
1. **NEVER** distort the football city icon



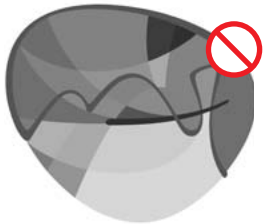
2. **NEVER** mirror the football city icon



3. **NEVER** rotate the football city icon



4. **NEVER** alter the football city icon's colours



5. **NEVER** use a grey scale football city icon

© Thinkstock

6. **NEVER** apply a football city icon directly over photos or textures

FOOTBALL CITIES' ICONS

The examples on the left illustrate how NOT to use the football cities' icons and should be avoided.

1. **NEVER** distort the figurative crop

2. **NEVER** mirror the figurative crop

3. **NEVER** rotate the figurative crop

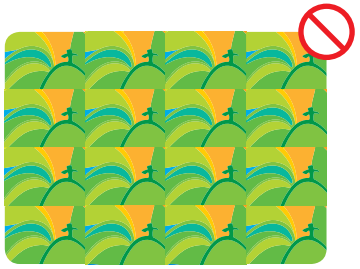
4. **NEVER** change the colours of the figurative crop

5. **NEVER** use a grey scale figurative crop

6. **NEVER** use a two-tone figurative crop

7. **NEVER** apply contour lines to the figurative crop

8. **NEVER** superimpose images or texture overt the figurative crop



9. **NEVER** use a repeated figurative crop to form a pattern

10. **NEVER** add other elements to the figurative crop

11. **NEVER** replace figurative elements with photographic representations

12. **NEVER** superimpose Rio 2016 emblems or any other elements of the Rio 2016 visual language over a faded background crop

FIGURATIVE CROPS

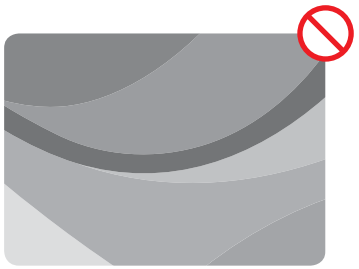
The examples on the left illustrate how NOT to use the figurative crops and should be avoided.

ABSTRACT CROPS

The examples on the left illustrate how NOT to use the abstract crops and should be avoided.

1. **NEVER** distort the abstract crop

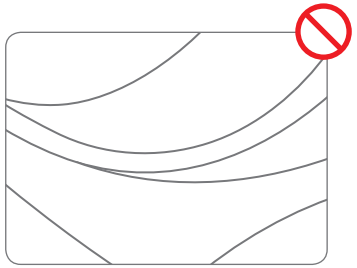
2. **NEVER** change the colours of the abstract crop



3. **NEVER** use a grey scale abstract crop

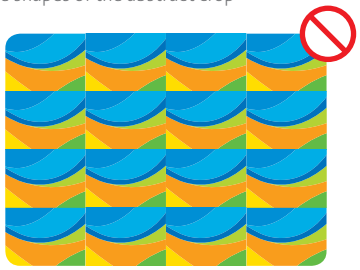
4. **NEVER** use a two-tone abstract crop

5. **NEVER** apply contour lines to the shapes of the abstract crop



6. **NEVER** use a line version of the abstract crop

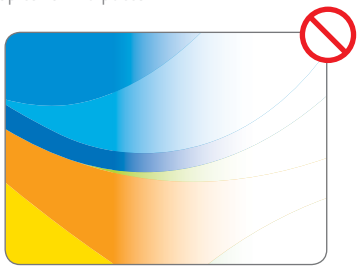
7. **NEVER** superimpose images or textures over the abstract crop



8. **NEVER** use a repeated abstract crop to form a pattern

9. **NEVER** add other elements to the abstract crop

10. **NEVER** superimpose Rio 2016 emblems or any other elements of the Rio 2016 visual language over a faded crop.



11. **NEVER** apply fadeout effects to an abstract crop

Coexistence with Rio 2016 emblems

Over a white area

Pebble seal

Inverted monochromatic flat version

USES OF RIO 2016 EMBLEMS

The emblems of the Rio 2016 Olympic and Paralympic Games can be applied over the Rio 2016 scenario in the ways shown on the left.

- in polychromatic to official signatures in white spaces obtained by deleting elastic bands
- in polychromatic, inside the pebble seal
- in the inverted monochromatic flat version, as white lines directly over an abstract crop from the Rio 2016 scenario.

It is essential to satisfy the requirements of the protective area that surrounds and conserves the emblem. Whenever possible, it is advisable to provide an even larger space around the emblem to conserve its integrity.

In addition to the protective area, all the other rules for applying Rio 2016 emblem must also be followed, in accordance with the guidelines in the Brand Books.

USING OLYMPIC RINGS AND PARALYMPIC SYMBOL

When applied as inverted monochromatic flat designs directly over the Rio 2016 scenario, the Olympic rings and Paralympic symbol should be positioned over plain areas of the graphic pattern.

Rings over plain area

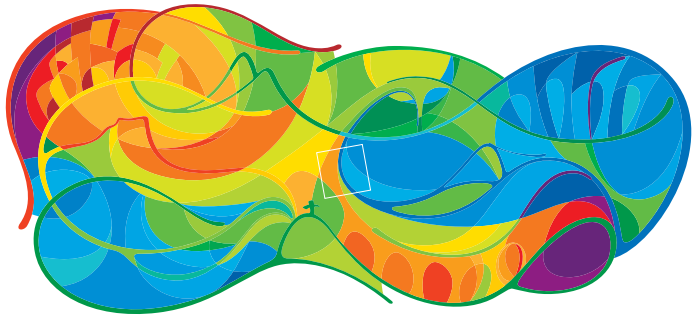
Reduced horizontal signature maintaining the symbols over the plain area

Symbols over plain area

Coexistence with Rio 2016 sports pictograms

USING RIO 2016 PICTOGRAMS

All sports pictograms were superimposed over a specific abstract crop from the Rio 2016 scenario, highlighting the movement of the athlete. The crop can be resized, but without affecting the graphic pattern of the background.



Free Pictogram over a predetermined abstract crop

Standard Pictogram with pebble with an abstract crop infill

Free Pictogram with an abstract crop infill

The crop can be changed provided that the relationship between pictogram and graphics remains unchanged

athletics
O_ATLE

badminton
O_BADM

basketball
O_BASQ

boxing
O_BOXE

canoe slalom
O_CSLA

canoe sprint
O_CVEL

bmx cycling
O_CBMX

road cycling
O_CEST

track cycling
O_CPIS

mountain bike
O_CMTB

marathon swimming
O_MAQU

synchronised swimming
O_NSIN

swimming
O_NATA

water polo
O_POLO

diving
O_SALT

fencing
O_ESGR

football
O_FUTE

artistic gymnastics
O_GART

trampoline
O_GTRA

rhythmic gymnastics
O_GRIT

golf
O_GOLF

handball
O_HAND

equestrian dressage
O_HADE

equestrian eventing
O_HCCE

equestrian jumping
O_HSAL

hockey
O_HOQU

judo
O_JUDO

weightlifting
O_LEVP

wrestling
O_LUTA

modern pentathlon
O_PENT

rowing
O_REMO

rugby
O_RUGB

taekwondo
O_TAEK

tennis
O_TENI

table tennis
O_TMES

archery
O_TARC

shooting
O_TESP

triathlon
O_TRIA

sailing
O_VELA

volleyball
O_VOLE

beach volleyball
O_VPRA

USING RIO 2016 FREE PICTOGRAMS

OLYMPIC PICTOGRAMS

Free pictograms are inside an abstract crop from the Rio 2016 scenario, with predetermined graphics. The crops can be resized but the relationship between the background graphics and the pictogram must remain unchanged.

Pictograms with abstract crops must be used where the size is 5 cm or more. For applications of smaller size, you must use free or standard pictograms with no Look. If you are in doubt, refer to the Sport Pictogram Manual.

Use digital files.
Never rebuild Rio 2016 Free Pictograms and respective abstract crops.

Free Olympic Pictograms inside an abstract crops

The files on the left will be delivered in eps and jpg format.

athletics
P_ATLE

wheelchair basketball
P_BASQ

boccia
P_BOCH

wheelchair fencing
P_ESGR

football 5-a-side
P_FUT5

football 7-a-side
P_FUT7

goalball
P_GOAL

powerlifting
P_HALT

equestrian
P_HIPI

judo
P_JUDO

swimming
P_NATA

paracanoe
P_PCAN

para-cycling road
P_PCES

para-cycling track
P_PCPI

paratriathlon
P_PTRI

rowing
P_REMO

wheelchair rugby
P_RUGB

table tennis
P_TMES

wheelchair tennis
P_TENI

archery
P_TARC

shooting
P_TESP

sailing
P_VELA

sitting volleyball
P_VOLE

PARALYMPIC PICTOGRAMS

Free pictograms are inside an abstract crop from the Rio 2016 scenario, with predetermined graphics. The crops can be resized but the relationship between the background graphics and the pictogram must remain unchanged.

Pictograms with abstract crops must be used where the size is 5 cm or more. For applications of smaller size, you must use free or standard pictograms with no Look. If you are in doubt, refer to the Sports Pictograms Manual.

Use digital files.
Never rebuild Rio 2016 Free Pictograms and respective abstract crops.

Free Paralympic Pictograms inside an abstract crops

The files on the left will be delivered in eps and jpg format.

athletics
O_ATLE_P

badminton
O_BADM_P

basketball
O_BASQ_P

boxing
O_BOXE_P

canoe slalom
O_CSLA_P

canoe sprint
O_CVEL_P

bmx cycling
O_CBMX_P

road cycling
O_CEST_P

track cycling
O_CPIS_P

mountain bike
O_CMTB_P

marathon swimming
O_MAQU_P

synchronised swimming
O_NSIN_P

swimming
O_NATA_P

water polo
O_POLO_P

diving
O_SALT_P

fencing
O_ESGR_P

football
O_FUTE_P

artistic gymnastics
O_GART_P

trampoline
O_GTRA_P

rhythmic gymnastics
O_GRIT_P

golf
O_GOLF_P

handball
O_HAND_P

equestrian dressage
O_HADE_P

equestrian eventing
O_HCCE_P

equestrian jumping
O_HSAL_P

hockey
O_HOQU_P

judo
O_JUDO_P

weightlifting
O_LEVP_P

wrestling
O_LUTA_P

modern pentathlon
O_PENT_P

rowing
O_REMO_P

rugby
O_RUGB_P

taekwondo
O_TAEK_P

tennis
O_TENI_P

table tennis
O_TMES_P

archery
O_TARC_P

shooting
O_TESP_P

triathlon
O_TRIA_P

sailing
O_VELA_P

volleyball
O_VOLE_P

beach volleyball
O_VPRA_P

USING STANDARD RIO 2016 PICTOGRAMS

OLYMPIC PICTOGRAMS

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Use digital files.
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Standard Olympic Pictograms with Look of the Games infill

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athletics
P_ATLE_P

wheelchair basketball
P_BASQ_P

boccia
P_BOCH_P

wheelchair fencing
P_ESGR_P

football 5-a-side
P_FUT5_P

football 7-a-side
P_FUT7_P

goalball
P_GOAL_P

powerlifting
P_HALT_P

equestrian
P_HIPI_P

judo
P_JUDO_P

swimming
P_NATA_P

paracanoe
P_PCAN_P

para-cycling road
P_PCES_P

para-cycling track
P_PCPI_P

paratriathlon
P_PTRI_P

rowing
P_REMO_P

wheelchair rugby
P_RUGB_P

table tennis
P_TMES_P

wheelchair tennis
P_TENI_P

archery
P_TARC_P

shooting
P_TESP_P

sailing
P_VELA_P

sitting volleyball
P_VOLE_P

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Standard Paralympic Pictograms with Look of the Games infill

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O_TESP_L

triathlon
O_TRIA_L

sailing
O_VELA_L

volleyball
O_VOLE_L

beach volleyball
O_VPRA_L

FREE PICTOGRAMS WITH LOOK OF THE GAMES INFILL

OLYMPIC PICTOGRAMS

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Free Olympic Pictograms with Look of the Games infill

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Free Paralympic Pictograms with Look of the Games infill

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FREE PICTOGRAMS OVER A FIGURATIVE CROP

Free pictograms can be superimposed over a figurative crop from the Rio 2016 scenario. You are free to choose the element used and its relationship with the pictogram, provided that they both remain clearly discernible.

Olympic Pictogram over figurative crop

Paralympic Pictogram over figurative crop

Olympic Pictogram over figurative crop

Coexistence with associated brands

Example of how to use the Rio 2016 Look in a layout with composite signature.

Example of how to use the Rio 2016 Look in a layout with contained logo seal.

COEXISTENCE OF THE LOOK WITH PARTNER SIGNATURES

When used by third parties (commercial or non-commercial partners), the Look of the Rio 2016 Games must be accompanied by one of the signatures/seals in the partners' Brand Books.

The elements of the Rio 2016 Look (scenario, figurative crops, abstract crops, etc.) should be used only in documents and activations related to Rio 2016.

Rio 2016
Olympic and Paralympic Games
Organising Committee

rio2016.com